

City College News

GEORGE BROWN COLLEGE

FEBRUARY 1985



Photo: Neil McGilver

A new location — Ontario Youth Start Manager Sally Nichols (left), Ontario Career Action Program (OCAP) Manager Jill Chalmers and Industrial Training Dean Jim Michie recently opened Youth Start's new facilities in a building (background) at 489 Queen St. E. at Sumach Street.

Programs increase for jobless youths

George Brown is committing more staff, money and space to programs that help unemployed young people find work or qualify for college.

Two new programs, Job Start and Ontario Youth Start, were recently added to the eight already underway.

Youth Start operates out of newly leased space in a building on Queen Street East at Sumach Street, while Job Start is the first occupant of the new third floor added to the Casa Loma Campus building at 1 Dartnell Ave.

In all, youth programs employ 60 full-time staff members, have an enrolment at any one time of more than 700 students, and are an increasingly important source of government grants.

While George Brown offers only 10 of the 82 youth programs sponsored in Ontario by the federal and provincial governments, co-ordinating these efforts has taken on a new priority as their number grows.

Program Development Dean Bob Gwilliam was recently given the job of co-ordinating the programs, and a committee of senior staff is also looking at them.

The programs may look similar at first glance but they cater to groups of the un-

employed with different needs, Gwilliam says.

More than just providing skills, the real usefulness of the programs is to give students motivation and self-confidence so they can find work.

"They are changing their attitudes towards themselves."

A planned brochure outlining the programs' mandates, methods and client groups should eliminate confusion, Gwilliam says.

The following programs are currently running at George Brown. Unless otherwise indicated, they are all sponsored by the federal government through the Canada Employment and Immigration Commission (CEIC).

- **Basic Employment Training (BET)** — This 26-week program at College Street Campus teaches life skills and good working habits to people who function at less than a Grade 5 academic level.

- **Basic Job Readiness Training (BJRT)** — This 12-week program at College Street teaches life skills and good working habits to people who function at a Grade 5 or more advanced academic level.

- **Basic Training for Skills Development (BTSD)** — Commonly called "upgrading", this Casa Loma program teaches

Continued on page two

Post-secondary growth continues

The number of students enrolling in George Brown post-secondary programs and part-time courses has continued to grow in 1985.

A total of 549 students enrolled in full-time post-secondary programs starting in January and February, bringing the College-wide total to just under 6,000.

Most new students enrolled in programs in the Health Sciences, Business and Academic Divisions.

While an enrolment audit of continuing education courses has yet to be made, administrators are optimistic that the number of part-time students studying in the winter term will also increase.

"We're seeing a large enrolment increase in general interest, hospitality, fashion and academic courses," said Continuing Education Chairman Danny Cushing.

The number of students in part-time courses in the fall term increased 18 per cent from 10,000 to about 11,800, he said.

Registrar Dr. Garry Watson said he was pleased by the increase in full-time enrolment this January as it made up for students who withdrew from the College for reasons, they said, related to the fall strike.

"I don't think we lost any ground."

By early February, a total of 421 full-time students, 398 from post-secondary programs, had withdrawn from George Brown for strike related reasons.

Students withdrew from programs in all divisions in the same proportion, Watson said.

The rate of student withdrawal at George Brown was in the same "ballpark" as that of other Metro Toronto community colleges, he said.

A total of 622 continuing education students withdrew from their courses for strike related reasons during the same period, Watson said.

A number of those students have re-registered in courses starting in January, he said.

Post-secondary January enrolment increased about 10 per cent from last year when 500 students enrolled in 17 programs offered.



Renewing my appreciation

In the past few years, I have made a point of visiting every Division and Department to meet with staff. At each of these meetings I would deliver a "State of the Nation" address, discuss College problems, plans and policies, and answer questions.

While these meetings provided some useful communication, they did not give me an opportunity to get to know the staff and work of the College in a detailed and thorough way.

To remedy this, I have reverted to a system of day-long divisional and departmental visits that I found useful in my first few years at George Brown.

While in the normal course of events I am familiar with the larger work of the College through memos, reports and meetings with administrative staff, these visits allow me to re-acquaint myself with the "details."

In my first three visits — with the Architectural Technology and Hospitality and Fashion Divisions, and the Finance Department — I have gained a renewed appreciation for complexity of activity at George Brown and the people who make it work.

It has been a pleasure to renew my acquaintance with so many staff members in a more informal way, and meet newcomers to the College. I have been particularly impressed by the *esprit de corps* evident among staff members in their day-to-day work environment.

I have also been struck anew by the remarkable diversity of activity at the College — from the bake shop at Kensington to the high technology training facilities at Casa Loma.

My schedule permitting, I hope to visit every division and department in the College this spring.

Note: I am very pleased with the response to the Management Development program I discussed in my last column. More than 40 women support staff members made inquiries about the program, and interviews are being held now to select participants.

Morale boosting vital for unemployed

The morale of unemployed young people is as serious a problem as their education or skills, according to Program Development Dean Bob Gwilliam.

Discouraged by fruitless job searches, layoffs, and few prospects for the future, their chances of finding work are reduced.

Youth programs at the College give young people the encouragement and support they need, he says.

"We have changed them from being depressed unemployed people into confident employed people."

Just entering the programs, as these two examples show, seem to boost morale:

- Barbara Baranya can sum up her three-and-a-half-month job search in one short sentence.

"I've had a lot of bad experiences.

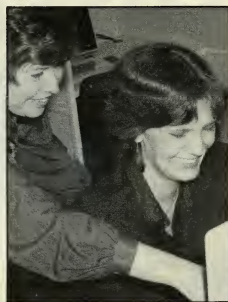
The 20-year-old Mississauga woman, who came to Canada from Venezuela in 1983, was looking for office work. But she was handicapped by both her work history — a factory job — and poor English skills.

Now Baranya is working on her English in the new Job Corps program at Casa Loma using the Plato teaching system and microcomputers.

"It helps me a lot," she says of the 13-week program.

- Nineteen-year-old Karen Rothwell (pictured on page 1) left school for good last summer after a spotty academic career.

"I've been in and out of school for years," she says.



Job Start Counsellor Lois Athanasius shows Barbara Baranya the fine points of the program's computerized teaching system in their offices on the new third floor of 1 Dartnell Ave.

An eight-month job hunting campaign, only interrupted with a two-week stint in a calendar factory, was hampered by a lack of self-confidence.

"I've been very nervous around people," she explains.

Now enrolled in the Ontario Youth Start program, Rothwell is feeling more confident about life in general.

"I like working with people, and I love working with animals. I feel like going down to the Humane Society and putting in an application."

Programs employ 60 full-time staff

Continued from page one

people math and English so they can qualify for regular College programs.

- **Introduction to Non-traditional Occupations (INTO)** — This eight-week Casa Loma program allows women to explore non-traditional occupations, including industry visits.

- **Industrial and Vocational Orientation (IVO)** — This nine-week College Street program counsels women on career options, including non-traditional occupations, and visits to work sites.

- **Job Start** — This 13-week federally-sponsored program at Casa Loma gives students academic upgrading on computers, counselling and job-search skills.

- **Ontario Career Action Program (OCAP)** — This Adelaide Street pro-

gram, sponsored by the Ontario Board of Industrial Leadership and Development (BILD) gives students career counselling and a 12-week job placement.

- **Ontario Youth Start** — This 42-week BILD program includes computer-assisted learning in math and English, career counselling and a 16-week job placement.

- **Technical Upgrading Program (TUP)** — This Casa Loma program of academic upgrading, similar to BTSD, is tailored in content and length to student needs. (Funding ends March 31, 1985).

- **Women Into Trades and Technology (WITT)** — This 18-week Casa Loma program gives women experience in non-traditional trade and technical occupations.

St. James students start evaluation

Full-time students at St. James may evaluate their instructors and courses for the first time this spring.

St. James Students' Administrative Council (SAC) is distributing a computerized 36-question evaluation form to students in Business, Graphic Arts, Health Sciences, Electro-Mechanical, and Academic Division programs.

Students are being asked to answer questions about their courses including their instructor's ability to communicate course material and grade fairly.

Results of the survey, which could include 260 instructors, will be compiled and made available to evaluated faculty, administrators and interested students, SAC President Patricia Keffer said.

College administration has not co-operated in the evaluation effort and does not endorse use of its results, said Academic Vice-President Howell Pritchard.

"Evaluation is a matter of union-management relationship, and is subject to

the development of an appropriate process," Pritchard said.

The SAC will use the results as a statistical base in case of student complaints, but the evaluation can also do a lot to improve teaching at the College, Keffer said.

Instructors can use the results to discover weak points and improve their performance, and administrators can use them in assigning teaching tasks and professional development activities, she said.

"The students need to have some sort of voice."

Student-run course evaluations have been established at many universities and at Humber College, she said.

Questions for the survey were developed with the help of a 1979 George Brown publication on student course rating, Keffer said.

The questions and evaluation methodology will be "fine-tuned" for future years after this evaluation is complete, she said.

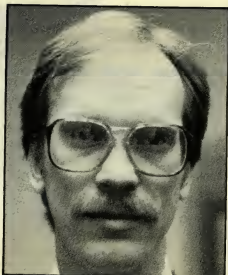


Photo: Neil McGillivray

New Board of Governors member Bill Reno is Research Director of the Food and Commercial Worker's Union.

'We offer hope' - new Governor

George Brown will play an increasingly large role retraining people displaced by technological change and industrial reorganization, according to new Board of Governors member Bill Reno.

"We offer hope for people who see their occupations coming to an end."

Reno, 36, is Director of Research and Education for the United Food and Commercial Worker's Union and a former member of the Council of Regents, the governing body for Ontario community colleges.

Reno was appointed to George Brown's 12-member Board in January for a three-year term.

He will sit on the Board's Property Committee and represent the Academic Division.

From the province-wide vantage of the Council of Regents, Reno says he saw George Brown as one of a handful of colleges distinguished for their "consumer-driven" orientation.

A former student of economics at the University of Chicago and film-making graduate of Ryerson Polytechnical Institute, Reno says he gained respect for the role of community colleges while on the Council.

"I have become a bit of an evangelist for the colleges in the labour movement."

In his position with the Union, where he has worked for the past nine years, Reno is concerned with labour education and occupational health and safety for its 60,000 members in Ontario.

New program is a sign of the times

They scream or they whisper. They invite us in or tell us where to go. More and more they speak to us from the cold, calculating brain of a computer.

They're signs — the markers for sales, stores and streets — and producing them is an increasingly large and sophisticated industry, according to the head of George Brown's Sign-Writing Department.

The introduction of computer-generated design and lettering, the increasing popularity of electrical and digital signs, and the revival of neon are recent developments in the business, Fred de Jong says.

In responding to these changes, George Brown is launching a two-year post-secondary program in Sept., 1985 that offers training in the latest methods of catching the public's eye.

Titled Graphic Sign Design and Production, the full-time program includes subjects that vary from hand-lettering to advertising psychology and business management.

The program is unique in Canada for its curriculum and inherits a tradition of excellence, de Jong says.

Graduates of the College's well-established one-year Signwriting program have no difficulty finding jobs on graduation and their work has received international acclaim, he says.

The post-secondary students will study alongside their Signwriting colleagues for their first year in the sunny top floor studio at St. James Campus — learning traditional methods of sign production with paint, brushes and mahl stick.

In the second year, they will branch out into electronic, digital and advanced screen printing methods.

Events

Feb. 22 — Conductor Victor Di Bello and his orchestra will perform classical selections in the atrium at St. James Campus starting at 11:30 a.m. Open to all.

Feb. 28 to March 3 — George Brown's Theatre Department presents "In the boom-boom room", David Rabe's comedy about a go-go dancer. 8 p.m. (Sunday performance at 2 p.m.), at 530 King St. E. (at River Street) Tickets: \$2.50. No reservations and limited seating.

March 5 — Board of Governors meeting at 6 p.m. in the boardroom of 500 MacPherson. Open to all. Call Pat Smith at ext. 2211 if you plan to attend.

March 7 — Hospitality students will be given scholarships and prizes worth more than \$10,000 at the Division's annual Awards Night at Kensington Campus.

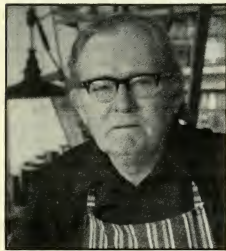
To place an event in this column call ext. 3243 or 3240.

Names in the News

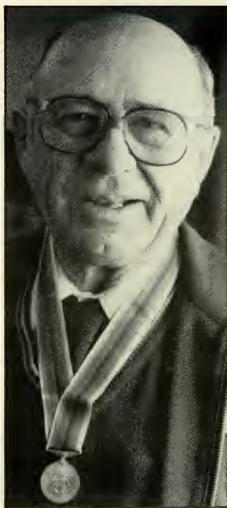
Ian Gertsbain, currently working in the staff development office at St. James, is off to China in May for a one-year teaching assignment. Gertsbain will be teaching English at the Canada-China Language Training Institute in Bei Jing in a project sponsored by St. Mary's University in Halifax. It won't be a new experience though. The English as a Second Language teacher spent five months teaching in the spicy Szechwan province in 1980.

Chinese Cuisine Co-ordinator **Bill Wong** and Food Services Manager **Galdys Hubner** are visiting China for a 21-day culinary exchange starting in early March. Sponsored by the Ontario Chinese Restaurant Association, the tour will feature cooking demonstrations in different regions of the country.

Program Development Dean **Bob Gwilliam** was elected President of the Canadian Association of Neighbourhood Services at the organization's annual meeting in late January. Gwilliam has been active in community work in Toronto for many years, particularly with the settlement house movement.



The enamel artwork of Jewellery Arts instructor **Alan Perkins** will be on display at the Ontario Crafts Council Gallery (346 Dundas St. W.) until March 2. The show features 25 of Perkins' enamel-on-metal pictures of early Ontario buildings — including one of the post office building on Adelaide St. E. that houses the Industrial Training, and Continuing Education and Marketing Divisions.



Driver Training Instructor **William Boos** was presented with a Bicentennial Medal by Premier **William Davis** in a ceremony in Orangeville in December. Boos was nominated for the special award by his neighbours in the town of Angus, where he has been involved in organizing junior hockey and baseball, and volunteering at the local arena for many years. "I was very surprised," he said of the nomination and award. Premier Davis awarded 1,984 medals to people across the province to recognize their community service.

City College News

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The next issue will be published on March 21. The deadline for submissions is March 7.

In her 18 years with George Brown, business instructor **Bette MacIntosh** was a social doyen — organizing luncheons, parties, and pot luck suppers.

Her colleagues — more than 100 in all — returned her many favours in late January with a swank cocktail party at the King Edward Hotel to mark her retirement from active service.

Chairmen **Jim Ross** and **Bob Kotyk**, Dean **Jack Wilson** and Vice-President **Jim Turner** paid tribute to her contributions over the years. "When we write the history of the College, Bette's name is one that will stand out," Turner said.

Her retirement remains far from inactive. MacIntosh is a mainstay of the Order of the Eastern Star and is taking an interest in George Brown's 20-Year Club.

The Personnel Office has told us of the following staff changes:

New faculty at the College include **Roy Ankers** in the Electro-Mechanical Division at St. James, **Alexander Hobson** in Visual Arts at St. James, **Barbara Pimento** in Community Services at Nightingale and **Doina Roberts** in Math and Science at Casa Loma.

New support staff appointments include **Eugenio Costabile**, **Paul Johnson**, and **Frank Nemeth** in caretaking at St. James and **Anne Sardo** in the Architectural Technology Division at Casa Loma.

Recent internal transfers include: **Ron Cooper**, **John Kitchener** and **Jerry Nugent** who joined the Ontario Youth Start project from the Electro-Mechanical Division at Casa Loma; English teacher **Margaret Booth** has joined staff at Casa Loma from College Street; **Mary DeNotaris** has left the Ontario Career Action Program (OCAP) office to join the Staff Development Office at St. James; **Annie Engson** has gone from the Registrar's Office to Admissions at St. James; **Ruth Harrison** has gone from the former Math and Science Division to the Research and Planning Department; **Gina Romualdi** has switched from St. James to the Casa Loma Admissions office; and **June Weir** has moved from Hospitality to the Business Division.

Retiring recently were Health Sciences instructor **Audrey Mapes**, **Margaret Romano** of the Registrar's Office and **Patricia Wallis** of the English and Liberal Studies Division at St. James.

Leaving the College are **Leigh Bartlett**, **Enid Brown**, **Dianne Fawcett**, **Jimmy Louie** and **Bessie Palin**.